

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1 Claim 1 (currently amended): A machine-implemented method
2 comprising:
- 3 a) accepting search query information including a
4 word;
 - 5 b) determining one or more words related to the word
6 included in the accepted search query;
 - 7 c) generating an item request including
 - 8 i) the word included in the accepted search
9 query, and
 - 10 ii) the one or more words determined to be
11 related to the word included in the accepted
12 search query;
 - 13 d) retrieving items using the item request, each of
14 the items having an associated performance value which
15 is a function of at least one of (A) a selection rate
16 associated with the item and (B) a conversion rate
17 associated with the item;
 - 18 e) applying the performance value of each of the
19 retrieved items to a minimum performance threshold to
20 generate a set of filtered items, wherein the
21 performance value of any item ~~items~~ retrieved on the
22 basis of the one or more words determined to be
23 related to the word included in the accepted search
24 query is applied to a higher minimum performance
25 threshold than the minimum performance threshold used
26 for the performance value of any item ~~items~~ retrieved
27 on the basis of the word included in the accepted
28 search query; and

29 f) sending at least some of the filtered items
30 towards a client device for rendering.

1 Claim 2 (currently amended): The machine-implemented
2 method of claim 1 wherein the act of applying the
3 performance value of each of the retrieved items to a
4 minimum performance threshold includes adjusting the
5 minimum performance threshold for any items retrieved on
6 the basis of the one or more words determined to be related
7 to the word included in the accepted search query.

1 Claim 3 (currently amended): The machine-implemented
2 method of claim 2 wherein the act of adjusting the minimum
3 performance threshold includes multiplying a first
4 performance threshold by a multiplier that is greater than
5 one.

1 Claim 4 (previously presented): The machine-implemented
2 method of claim 3 further comprising:
3 g) updating the multiplier using performance
4 information.

1 Claim 5 (previously presented): The machine-implemented
2 method of claim 4 wherein the items are ads..

1 Claim 6 (previously presented): The machine-implemented
2 method of claim 5 wherein the performance information
3 includes ad selection information.

1 Claim 7 (previously presented): The machine-implemented
2 method of claim 5 wherein the performance information
3 includes ad conversion information.

1 Claim 8 (currently amended): A machine-implemented
2 method comprising:
3 a) accepting search query information;
4 b) determining relevant items using the search query
5 information and item targeting information, wherein
6 the act of determining each relevant item includes
7 associating the items with a confidence measure, and
8 wherein each of the items has an associated
9 performance value which is a function of at least one
10 of (A) a selection rate associated with the item and
11 (B) a conversion rate associated with the item;
12 c) applying the performance value of each of the
13 relevant items to a minimum performance threshold to
14 generate a set of filtered items, wherein for a given
15 item, the minimum performance threshold is a function
16 of the confidence measure associated with the
17 determination of relevance of the item; and
18 d) sending at least some of the filtered items
19 towards a client device for rendering.

1 Claim 9 (currently amended): The machine-implemented
2 method of claim 8 wherein the minimum performance threshold
3 increases as the confidence measure decreases.

1 Claim 10 (currently amended): The machine-implemented
2 method of claim 8 wherein the minimum performance threshold
3 decreases as the confidence measure increases.

1 Claim 11 (currently amended): The machine-implemented
2 method of claim 9 wherein the item is an ad and wherein the

3 minimum performance threshold is ~~an~~ a minimum ad selection
4 rate threshold value.

1 Claim 12 (currently amended): The machine-implemented
2 method of claim 10 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 selection rate threshold value.

1 Claim 13 (currently amended): The machine-implemented
2 method of claim 9 wherein the item is an ad and wherein the
3 minimum performance threshold is ~~an~~ a minimum ad conversion
4 rate threshold value.

1 Claim 14 (currently amended): The machine-implemented
2 method of claim 10 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 conversion rate threshold value.

1 Claim 15 (previously presented): The machine-implemented
2 method of claim 8 wherein the act of determining relevant
3 items uses the search query information, item targeting
4 information, and at least one match function, and wherein
5 the confidence measure is determined based on the at least
6 one match function used in the act of determining relevant
7 items.

1 Claim 16 (currently amended): The machine-implemented
2 method of claim 15 wherein the minimum performance
3 threshold increases as the confidence measure decreases.

1 Claim 17 (currently amended): The machine-implemented
2 method of claim 15 wherein the minimum performance
3 threshold decreases as the confidence measure increases.

1 Claim 18 (currently amended): The machine-implemented
2 method of claim 16 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 selection rate threshold value.

1 Claim 19 (currently amended): The machine-implemented
2 method of claim 17 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 selection rate threshold value.

1 Claim 20 (currently amended): The machine-implemented
2 method of claim 16 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 conversion rate threshold value.

1 Claim 21 (currently amended): The machine-implemented
2 method of claim 17 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 conversion rate threshold value.

1 Claim 22 (currently amended): Apparatus comprising:
2 a) an input for accepting search query information
3 including a word;
4 b) means for determining one or more words related to
5 the word included in the accepted search query;
6 c) means for generating an item request including
7 i) the word included in the accepted search
8 query, and

9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) means for retrieving items using the item request,
13 each of the items having an associated performance
14 value which is a function of at least one of (A) a
15 selection rate associated with the item and (B) a
16 conversion rate associated with the item;
17 e) means for applying the performance value of each
18 of the retrieved items to a minimum performance
19 threshold to generate a set of filtered items, wherein
20 the performance value of any item ~~items~~ retrieved on
21 the basis of the one or more words determined to be
22 related to the word included in the accepted search
23 query is applied to a higher minimum performance
24 threshold than the minimum performance threshold used
25 for the performance value of any item ~~items~~ retrieved
26 on the basis of the word included in the accepted
27 search query; and
28 f) means for sending at least some of the filtered
29 items towards a client device for rendering.

1 Claim 23 (currently amended): The apparatus of claim 22
2 wherein the means for applying the performance value of
3 each of the retrieved items to a minimum performance
4 threshold include means for adjusting the minimum
5 performance threshold for any items retrieved on the basis
6 of the one or more words determined to be related to the
7 word included in the accepted search query.

1 Claim 24 (currently amended): The apparatus of claim 23
2 wherein the means for adjusting the minimum performance

3 threshold include means for multiplying a first performance
4 threshold by a multiplier that is greater than one.

1 Claim 25 (previously presented): The apparatus of claim 24
2 further comprising:

3 g) means for updating the multiplier using
4 performance information.

1 Claim 26 (original): The apparatus of claim 25 wherein the
2 items are ads.

1 Claim 27 (original): The apparatus of claim 26 wherein the
2 performance information includes ad selection information.

1 Claim 28 (original): The apparatus of claim 26 wherein the
2 performance information includes ad conversion information.

1 Claim 29 (currently amended): Apparatus comprising:
2 a) an input for accepting search query information;
3 b) means for determining relevant items using the
4 search query information and item targeting
5 information and for associating the items with a
6 confidence measure, wherein each of the items has an
7 associated performance value which is a function of at
8 least one of (A) a selection rate associated with the
9 item and (B) a conversion rate associated with the
10 item;
11 c) means for applying the performance value of each
12 of the relevant items to a minimum performance
13 threshold to generate a set of filtered items, wherein
14 for a given item, the minimum performance threshold is

15 a function of the confidence measure associated with
16 the determination of relevance of the item; and
17 d) means for sending at least some of the filtered
18 items towards a client device for rendering.

1 Claim 30 (currently amended): The apparatus of claim 29
2 wherein the minimum performance threshold increases as the
3 confidence measure decreases.

1 Claim 31 (currently amended): The apparatus of claim 29
2 wherein the minimum performance threshold decreases as the
3 confidence measure increases.

1 Claim 32 (currently amended): The apparatus of claim 30
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad selection rate
4 threshold value.

1 Claim 33 (currently amended): The apparatus of claim 31
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad selection rate
4 threshold value.

1 Claim 34 (currently amended): The apparatus of claim 30
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad conversion rate
4 threshold value.

1 Claim 35 (currently amended): The apparatus of claim 31
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad conversion rate
4 threshold value.

1 Claim 36 (original): The apparatus of claim 29 wherein the
2 means for determining relevant items use the search query
3 information, item targeting information, and at least one
4 match function, and wherein the confidence measure is
5 determined based on the at least one match function used by
6 the means for determining relevant items.

1 Claim 37 (currently amended): The apparatus of claim 36
2 wherein the minimum performance threshold increases as the
3 confidence measure decreases.

1 Claim 38 (currently amended): The apparatus of claim 36
2 wherein the minimum performance threshold decreases as the
3 confidence measure increases.

1 Claim 39 (currently amended): The apparatus of claim 37
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad selection rate
4 threshold value.

1 Claim 40 (currently amended): The apparatus of claim 38
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad selection rate
4 threshold value.

1 Claim 41 (currently amended): The apparatus of claim 37
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad conversion rate
4 threshold value.

1 Claim 42 (currently amended): The apparatus of claim 38
2 wherein the item is an ad and wherein the minimum
3 performance threshold is ~~an~~ a minimum ad conversion rate
4 threshold value.